



DATE ISSUED: February 4, 2004 REPORT NO. CCDC 04-10

ATTENTION: Chair and Members of the Redevelopment Agency
Meeting of February 10, 2004

SUBJECT: Amendment to Fiscal Year 2004 Corporation Budget for
Implementation of the Equal Opportunity Outreach Plan

STAFF CONTACT: Anne Marie Mowatt, Equal Opportunity Administrator
David Allsbrook, Manager-Contracting and Public Works

SUMMARY

Issue - Should the Redevelopment Agency approve a budget amendment to the Corporation's Fiscal Year 2004 budget adding \$65,000 to implement the Small and Disadvantaged Business Enterprise Outreach Plan Objectives for Fiscal Year 2003-2004?

Staff Recommendation - That the Agency approve a budget amendment to the Corporation's Fiscal Year 2004 budget adding \$65,000 to implement the Small and Disadvantaged Business Enterprise Outreach Plan Objectives for Fiscal Year 2003-2004.

Centre City Development Corporation Recommendation - The Corporation Board unanimously approved the proposed amendment at its December 17th meeting.

Fiscal Impact - The proposed budget amendment will be funded from increased property tax increment received in Fiscal Year 2004.

BACKGROUND

Business contracting opportunities occur directly with the Corporation in three areas:

- public works construction contracts,
- consulting contracts for either on-call services or one-time contracting needs, and
- vendor services.

In addition to these contracting opportunities, the Corporation monitors the achievements of developers with Disposition and Development Agreements or property owners with Owner Participation Agreements of their respective contracting opportunities for design services and construction contracts. In September 2003, a full-time contract position was allocated to meet with project teams and their developers, general contractors, etc, to produce the EO contracting goals, strategies, resources, and outreach programs. A proposed budget covering Fiscal Year 2004 was also produced and is attached to support the Corporation's Small/Disadvantaged Business Enterprise Equal Opportunity Plan, which is also attached. The Plan would include items such as: improvements to the Corporation website, to track DBE's that register with them, develop a marketing campaign to include attending and producing strategic events and workshops, collateral materials, strategic advertisements in ethnically-focused publications to further promote the Corporation's Equal Opportunity Policies.

SUMMARY/CONCLUSION

As the new Corporation Program is implemented, staff will continue to research and implement a range of private and public programs and/or tools that would assist developers and owners, along with public works contracts, to reduce the disparity between non-certified and certified firms' participation.